



ILPO TO LAUNCH ITS PU(rethane) + RE(usable) CONCEPT

When long use and reuse are better than recycle

Castel San Pietro Terme (Bologna, Italy) - ILPO, world renowned producer of branded items for seating applications, after long years of study and research is introducing a new concept under the brand PU(rethane) + RE(usable); this new concept expresses the company's design approach and affects every single step of the products' lifecycle – starting from the mere idea, to the design, production, extended use, renovation and reuse. PU+RE goes way beyond the design and production of a sturdy, ergonomic and durable object, providing also a reduced impact reconditioning procedure. The PU+RE concept encompasses: the know-how and knowledge of polyurethanes science and technologies; good design, which includes in-depth F.E.M. analysis and LCA evaluations; ergonomics and design validation through participatory design; durability assessments; reconditioning and renovating instead of disposing (see enclosed infographics).

The new PU(rethane) + RE(usable) concept further demonstrates ILPO's commitment for the market, the final user, the environment and the sustainability of its products and processes. The reliability, the trustworthiness and the commitment of ILPO towards a way of doing business that goes far beyond simply selling its products can be easily perceived by the long years of work, research and study that can be utilized by those who buy ILPO shells to underline the technological content of the products and at the same time a concrete care for sustainable development.

During its long years of activity ILPO has long built a tradition of service to its customers considering as integral part of its service package the Research and Development, the Quality and the Environmental Care that combined with innovative technologies and enhanced processes, allows to translate environmental respect and care for natural resources in a measurable reduction of consumption and of waste, in increased efficiency and performance optimization.

The different steps of this new concept can be summarized in:

- **Polyurethane respects the environment**

In our Life Cycle Assessment scheme it emerged that the chair shells manufactured by ILPO have a significantly lower environmental impact compared to standard thermoplastic polypropylene products, which further decreases when considering the life extension possibility provided by the renewal idea implied in the PURE concept. The fine-tuned

and tailored structural polyurethane system supplied by Dow* further underlines the technological content of the raw material definition aspect.

A well made structural polyurethane chair help save CO2.

- **Good design**

Thoughtfully designed chairs and cutting edge FEM technological support help guarantee products' long life and outstanding extended performances. From the very beginning the objective of ILPO's engineering team is to produce real value, granting a solid feeling of quality.

Do we really need more cheap chairs?

- **Designing value**

A well designed chair makes a perfect fit in every environment and it is able to stand the test of time by developing user attachment. ILPO carefully designs with an eye on the latest technological advancements, changes in trends and product semantics. As a result ILPO chairs have a bold and self-confident personality.

Beauty becomes an ecological value.

- **Ergonomics in the spotlight**

In accordance with International Regulations ILPO shapes its chairs mirroring the human body; as a result the products offer the greater comfort and the correct posture. This ergonomic approach guarantees beautiful, useful and long lasting comfortable chairs.

A comfortable chair saves energy.

- **Design validation**

ILPO's products are made for those who use them: by means of interviews and surveys ILPO focuses on the consumer and invests in Participatory Design and User Centered Design strategies.

A truly useful product is user-friendly.

- **Durability assessment**

In a world of limited resources, the choice of durable and high grade materials is a sustainable option. ILPO's structural polyurethane chair shells pass severe tests carried



out by qualified independent laboratories. Results show that structural polyurethane offers excellent durability, reliability and long lasting performances.

Every discarded object is a cost for the Planet (the Earth is not our dump!).

- **Renovating instead of discarding**

If an object looks good and works fine, why should we throw it away?

If it gets dirty we can clean it, if we get tired of the color we can change it: ILPO studied how to recondition its polyurethane chair shells by means of a reduced impact water based technique.

A timeless product does not produce waste.

After having defined all the different steps that compile the PU(urethane)+RE(usable) concept with data and proves, ILPO can state that long-use and reuse are better than RECYCLE.

ILPO is committed towards finding the perfect balance between production and sustainability, between growth and a low impact living. For all of this PU+RE is:

- a new way of designing and manufacturing;
- a new way of consuming;
- a new way of respecting the environment;
- a new way of being.



About ILPO

Since 45 years leading Italian company in the design, development and production of components molded in rigid and flexible polyurethane for technical industrial uses and for furnishing with an high level of expertise and quality.

ILPO has an extensive know-how both in the production on customer drawing of components molded with flexible and rigid polyurethane as well as in the design, development and production of branded items made of structural and flexible polyurethane for seating for contract applications and for the educational sector.

About Dow

Dow (NYSE: DOW) combines the power of science and technology to passionately innovate what is essential to human progress. The Company connects chemistry and innovation with the principles of sustainability to help address many of the world's most challenging problems such as the need for clean water, renewable energy generation and conservation, and increasing agricultural productivity. Dow's diversified industry-leading portfolio of specialty chemical, advanced materials, agrosiences and plastics businesses delivers a broad range of technology-based products and solutions to customers in approximately 160 countries and in high growth sectors such as electronics, water, energy, coatings and agriculture. In 2012, Dow had annual sales of \$57 billion and employed approximately 54,000 people worldwide. The Company's more than 5,000 products are manufactured at 188 sites in 36 countries across the globe. References to "Dow" or the "Company" mean The Dow Chemical Company and its consolidated subsidiaries unless otherwise expressly noted. More information about Dow can be found at www.dow.com.

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